

Message Text

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UNCLAS TUNIS 4817

E.O. 11652: N/A

TAGS: BEXP, ESTC, TS

SUBJ: VOLUNTARY WTDR ON TUNISIE ELECTRONIQUE

REF: STATE 144262

1. ADDRESS: 31 AVENUE DE LA LIBERTE, TUNIS.
NO TELEX, NO CABLE ADDRESS. PHONE: 280.144. OFFICER:
MR. AJMI HAOUALA, MANAGER.

2. SMALL COMPANY FORMED IN DECEMBER 1975, AGENT,
DISTRIBUTOR, IMPORTER, WHOLESALE, RETAILER OF CALCULATING
MACHINES, MEASURING INSTRUMENTS, MINI-COMPUTERS. FIRM
EMPLOYS 4 OF WHOM 2 ARE SALESMEN. CORRESPONDENCE IN FRENCH
PREFERRED, ALTHOUGH ENGLISH IS ACCEPTABLE.

3. FINANCIAL REFERENCE: BANQUE DU SUD, 14 AVENUE
DE LA LIBERTE, TUNIS. TRADE REFERENCES: SEE PARA 4 BELOW.

4. FIRMS REPRESENTED (ALL IN 1976): HEWLETT-PACKARD,
35 KOLOKOTRONI STREET, KIFISSIA, GREECE, INSTRUMENTS,
CALCULATING MACHINES, MINI-COMPUTERS; GENERAL RADIO,

96 RUE ORFILA, 75020, PARIS, FRANCE, POTENTIAL REGULATORS;
BIRD ELECTRONIC CO., 30503 AURORA ROAD, CLEVELAND (OLON),
OHIO, VOLT METERS; HUBER AND SUHNERD CH 9100 HERISAU,
SWITZERLAND, CONNECTING CABLES; KEITHEY, P.O. BOX 129,
CH 609 PULLY, SWITZERLAND, LOW VOLTAGE MEASURING INSTRUMENTS;
EIMPIRE EXPORTERS, INC., 270 NEWTOWN ROAD, PLAINVIEW, N.Y.

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11803, MEASURING INSTRUMENTS.

5. COMPANY FORMED BY AJMI HAOUALA, TECHNICIAN IN ELECTRONICS, IN PARTNERSHIP WITH SIX INDIVIDUALS, ONE OF WHOM IS AN ADVISOR TO THE SULTAN OF OMAN. MR. HAOUALA, WHO CONTROLS 1/7 TH OF TOTAL CAPITAL (14,000 TUNISIAN DINARS) WORKED PREVIOUSLY WITH SAMOS, A WELL-KNOWN HOSPITAL/MEDICAL EQUIPMENT SUBSIDIARY OF ONE OF THE LARGEST BANKS IN TUNISIA. SAMOS INTENDED TO APPOINT HAOUALA AS MANAGER OF A FIRM TO BE CREATED SPECIALIZING IN ELECTRONIC INSTRUMENTS BUT HAOUALA DECIDED TO WORK ON HIS OWN. HE RENTED AN APPARTMENT WHERE HE KEEPS HIS OFFICEDS AND STOREROOM. LABORATORY AND MAINTENANCE SHOP ARE BEING SET UP. FOR THE FIRST QUARTER 1976, COMPANY SALES AMOUNTED TO \$40,000 AND ARE EXPECTED TO REACH \$500,000 THIS YEAR. HAOUALA IS YOUNG, ACTIVE, AMBITIOUS. BANKING SOURCES REPORTED THAT HE IS RELIABLE AND OF GOOD MORAL STANDING. LA TUNISIE ELECTRONIQUE IS RECOMMENDED AS A TRADE CONTACT FOR U.S. FIRMS. REPORT PREPARED BY JAMEL BEN MILED AND APPROVED BY MARSHALL CASSE.

6. DATE INFO: 7/76.
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